



# Changing the Story

Using Targeted Digital Engagement to  
Build Project Support

Stephanie Brooks, Public Involvement Specialist

**Baker**



# **WHY DIGITAL ENGAGEMENT?**



# **SETTING THE CONTEXT**

# Banking then





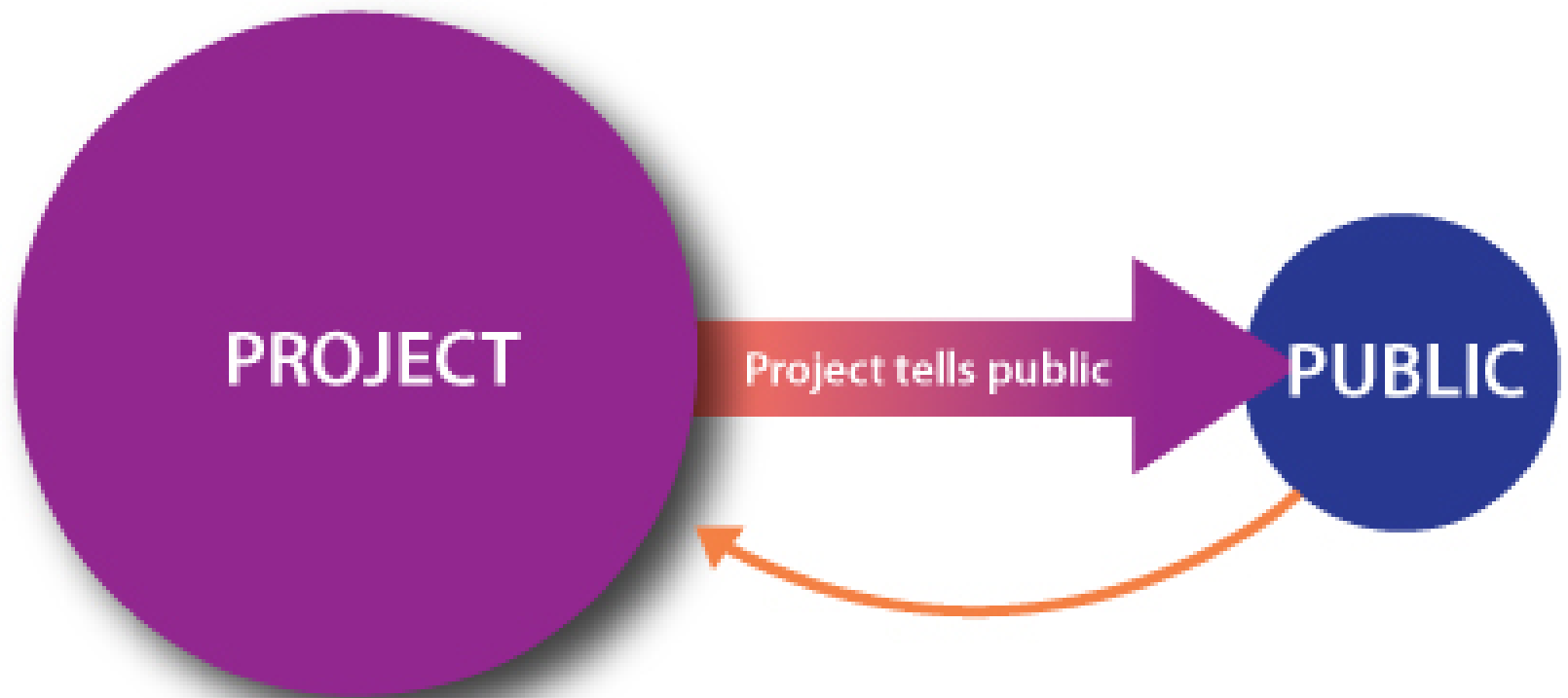
# The **ATM** changed all that



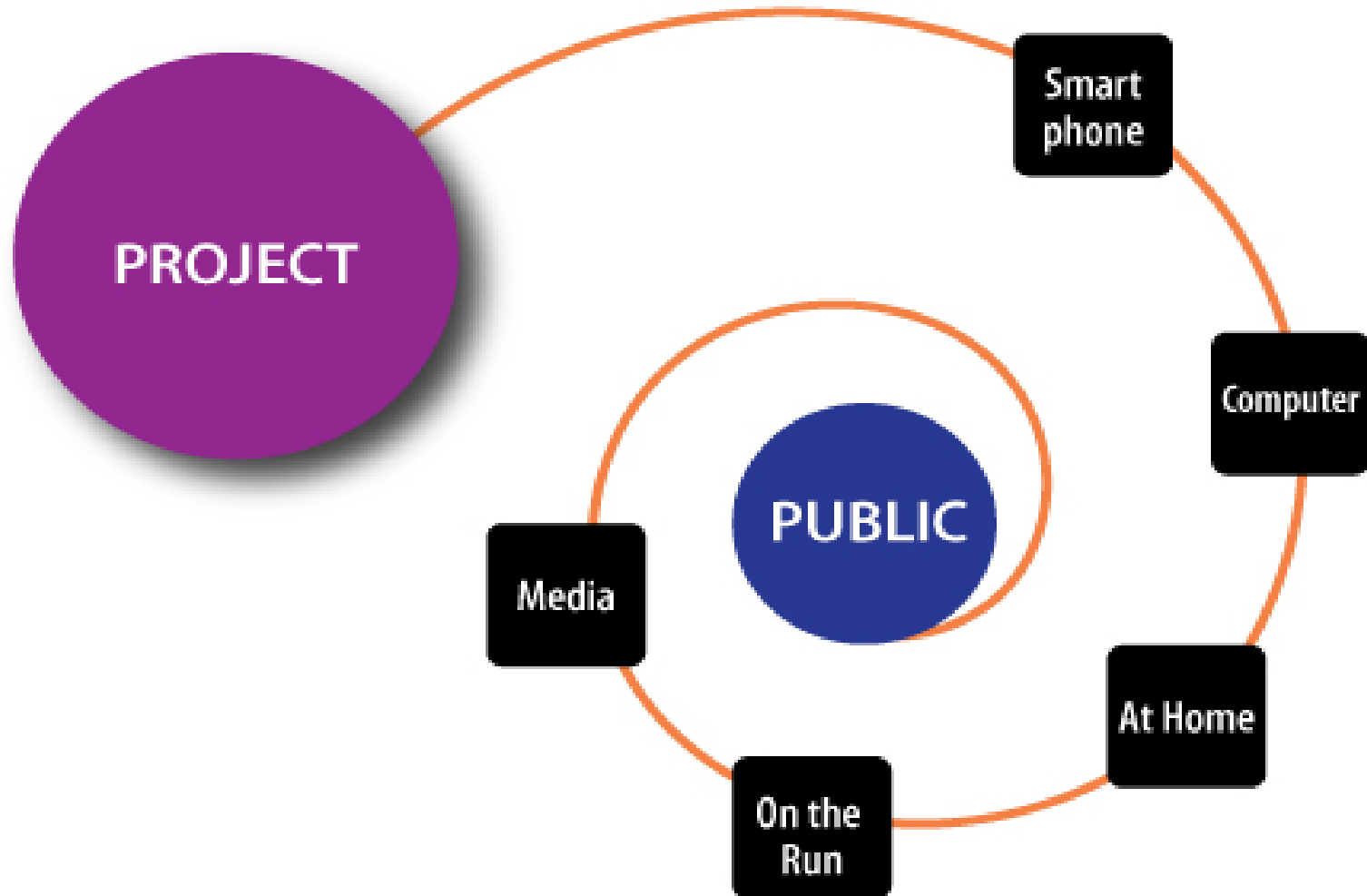
**And the internet has completely transformed banking**



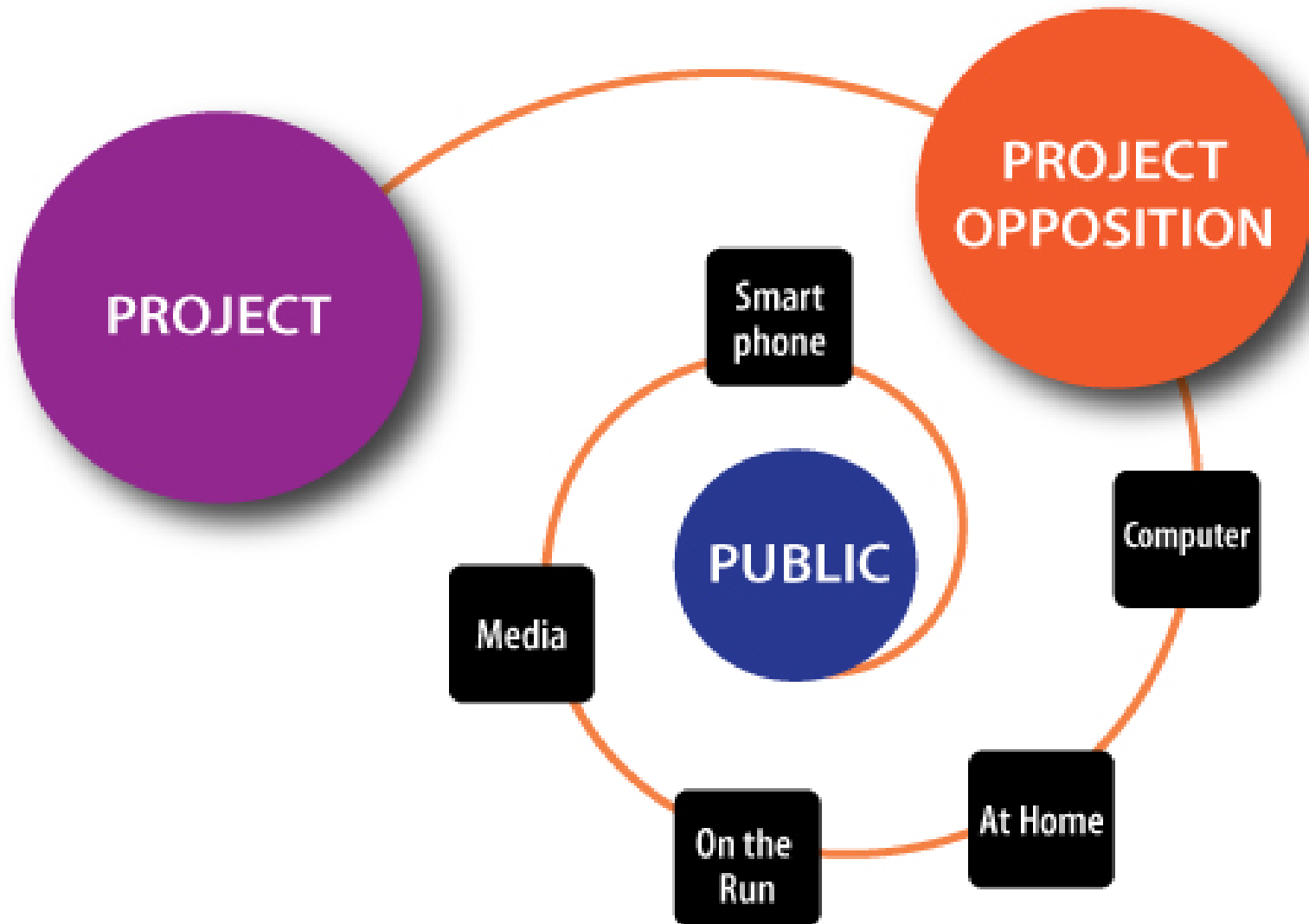
# Public Outreach then



# Public Outreach now

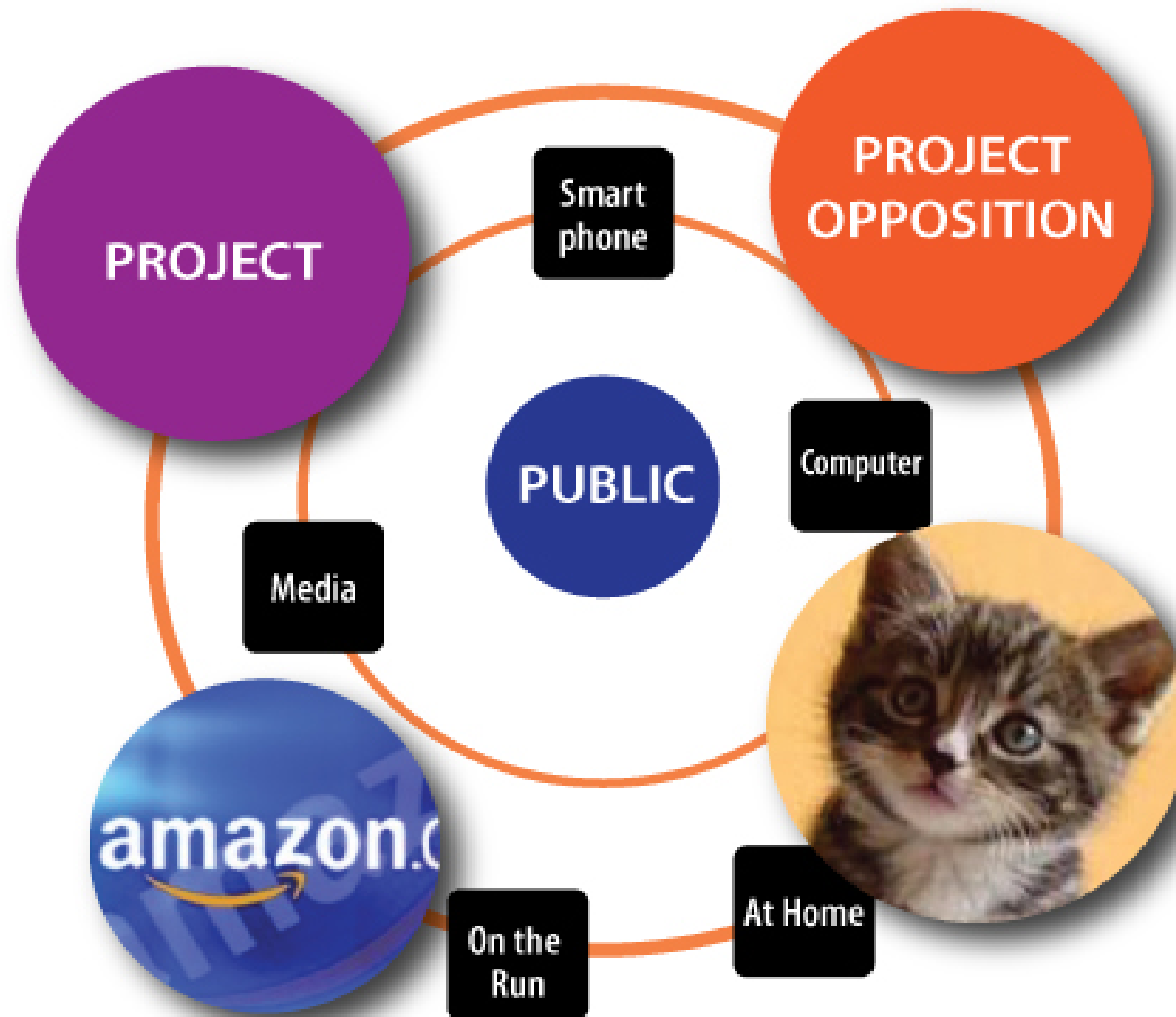


# Digital media levels the playing field



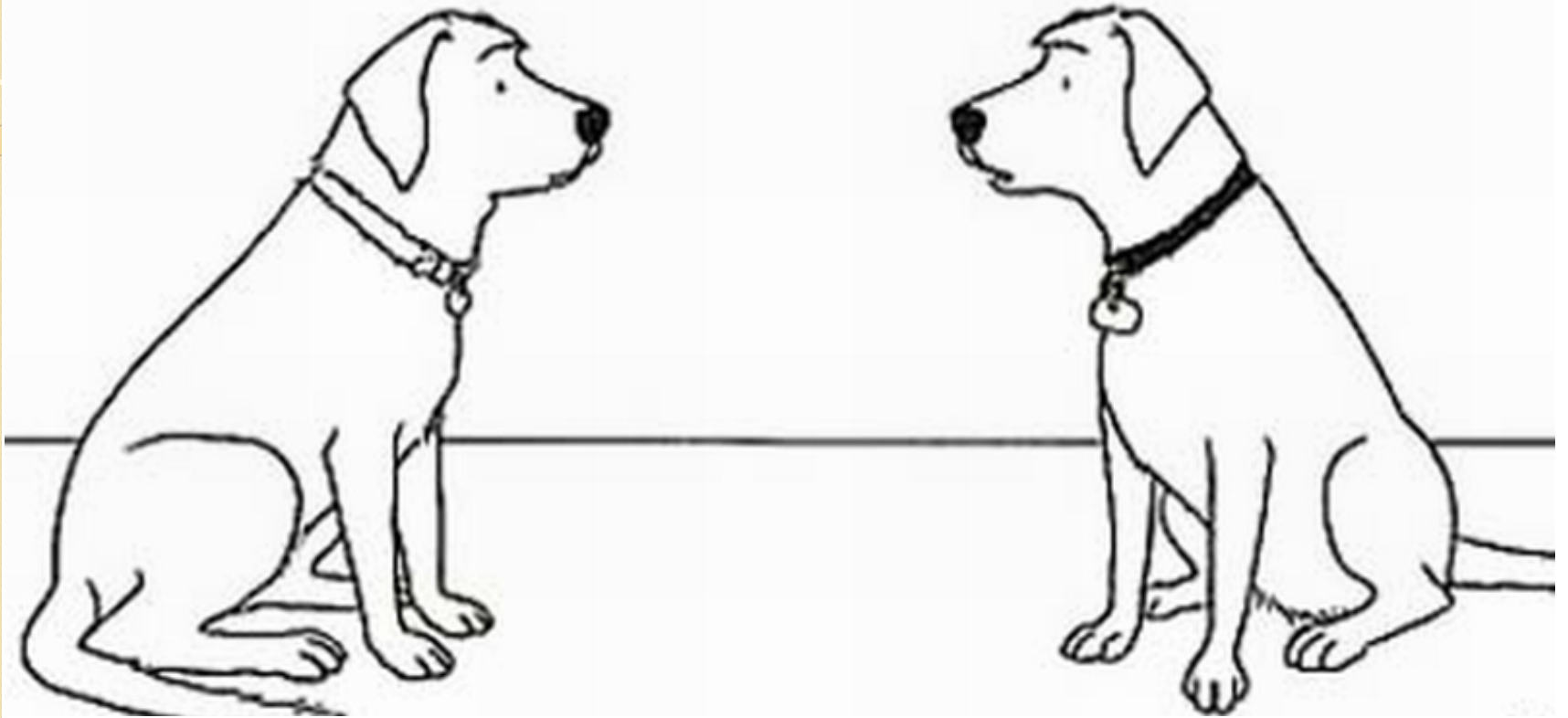


# And adds more competition





# Everyone and their dog...



*“I had my own blog for a while, but I decided to go back to just pointless, incessant barking.”*

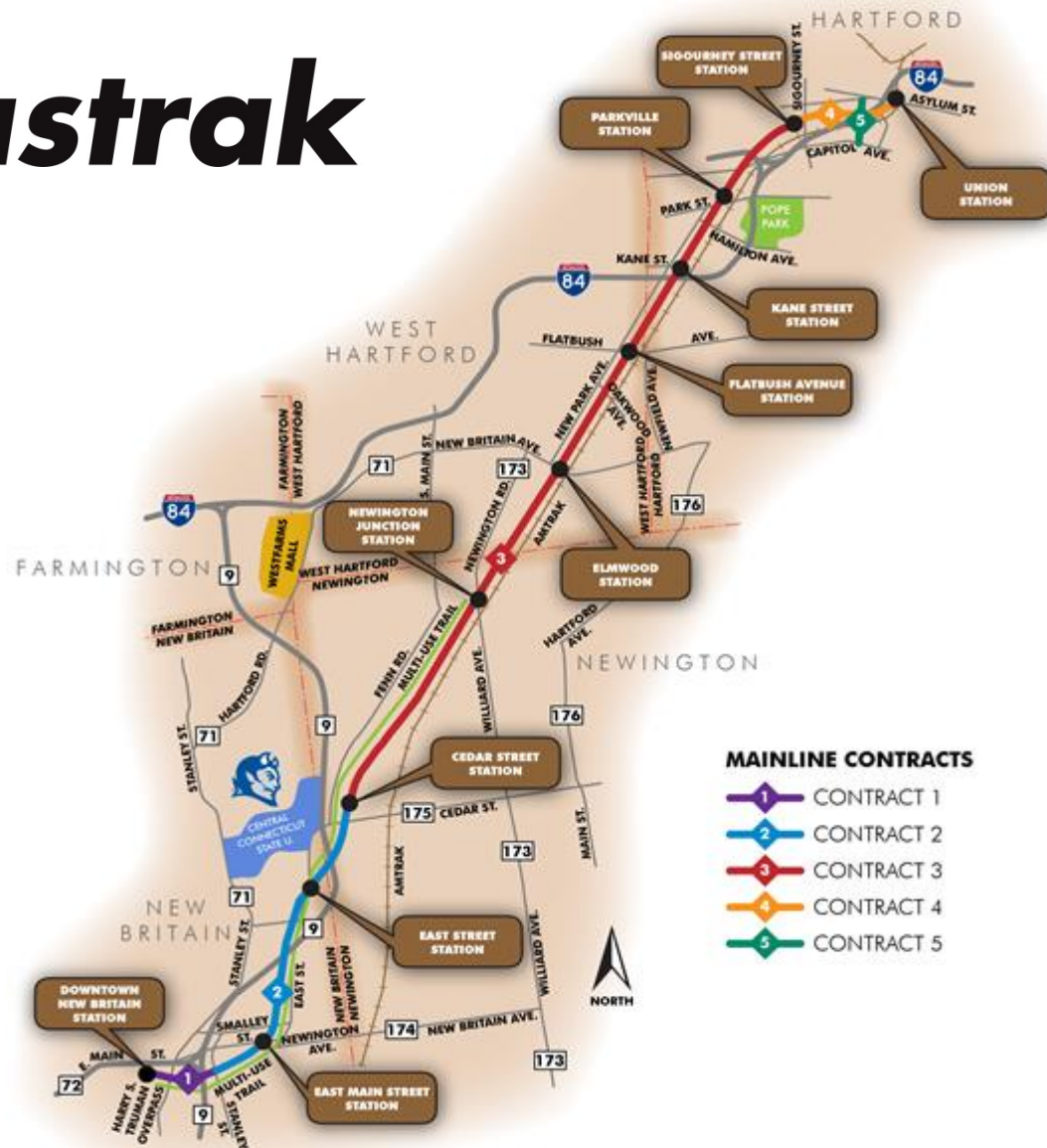




# **REAL WORLD APPLICATION**

# BRT in Central Connecticut

 **CT *fastrak***







1997 to 2013: rebranded from the  
New Britain-Hartford Busway  
Project to  CT **fastrak**

**A contentious  
process that  
has taken  
nearly 20  
years from  
concept to  
construction**

# Extensive brand messaging





# A tough beginning



@HatorOh

Hater Oh

@ctbusway you should die and come back as a rail line in the next life #Hartford



should die and come back as a rail line #Hartford



@ctbusway

NB-Hartford Busway

@HatorOh Hoping that maybe ctbusway can have more than one life - plan leaves room for eventual rail line, check it out: [tinyurl.com/6j4m8th](http://tinyurl.com/6j4m8th)

# Set minds with loud voices

Senator Joe Markley and  
Representative Selim Noujaim  
invite you to a Block The Busway meeting.

**www.BLOCK  
THE  
BUS.COM**

**Stop the busway boondoggle!**

**Wednesday • July 27, 2011 • 6–8 pm  
Rotella Magnet School • Auditorium  
380 Pierpont Road • Waterbury, CT**

We will lay out our plans to stop this irresponsible,  
unnecessary and expensive project.

All members of the public are welcome; more information  
on the busway is available at [BlockTheBus.com](http://BlockTheBus.com)

**It's not too late to  
STOP  
the  
BUSWAY!**







**Rally to Block  
the New Britain to  
Hartford Busway**

**Wednesday • April 18<sup>th</sup>  
10:00 am  
Legislative Office Building  
Room 1B • 300 Capitol Avenue  
Hartford, CT**

For more information please contact Pam Salamone at 860-240-0381







# Different story on digital media

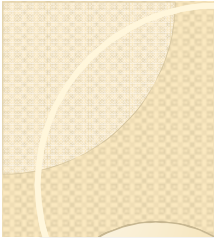
People Who Like This ▼

|   |                  |            |   |
|---|------------------|------------|---|
|    | Mike DiMauro     | Make Admin | × |
|    | Melissa Matias   | Make Admin | × |
|    | Liam Sweeney     | Make Admin | × |
|   | Myles Brown      | Make Admin | × |
|  | Brian Garcia     | Make Admin | × |
|  | Renee Vicki Cook | Make Admin | × |

Pages that like this ▼

is 100% Advertiser Owned  
The Foundation of Opportunity

|   |                                  |
|---|----------------------------------|
|    | The Rideshare Company            |
|    | CCSU Marketing Club!             |
|    | Fitzgerald & Halliday, Inc.      |
|   | Simsbury Free Bike               |
|  | State Representative James Albis |
|  | CCSU Transportation Options      |

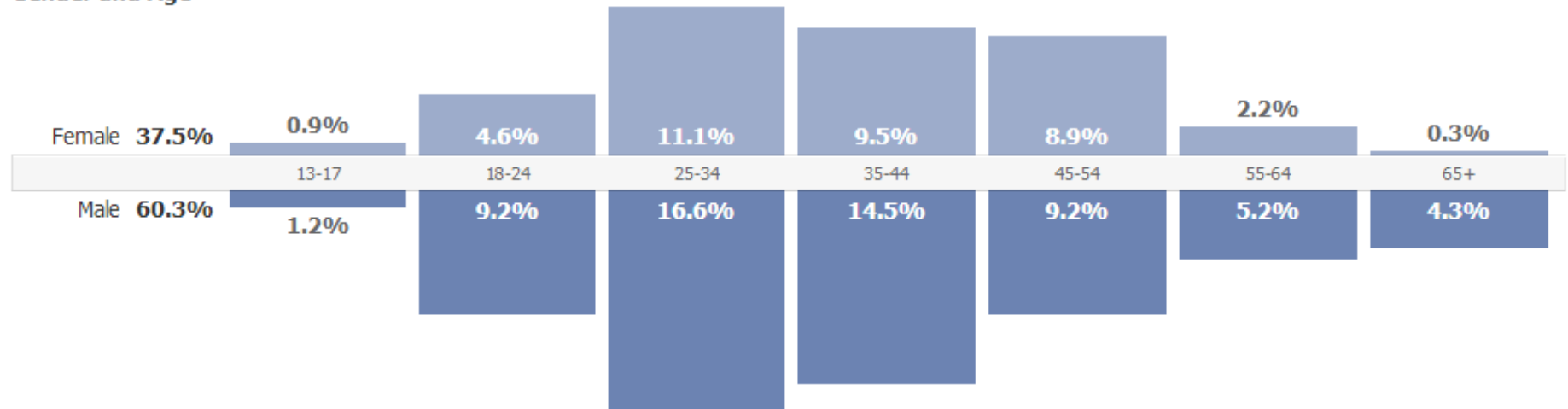


# Analytics show true audience

## People Who Like Your Page (Demographics and Location)

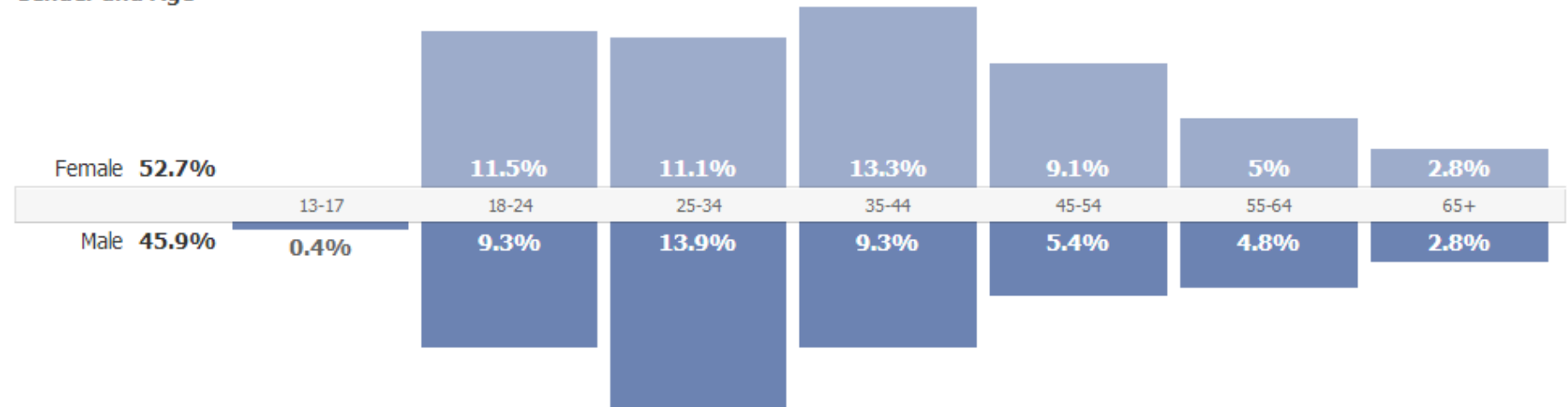
[See Likes](#)

### Gender and Age?

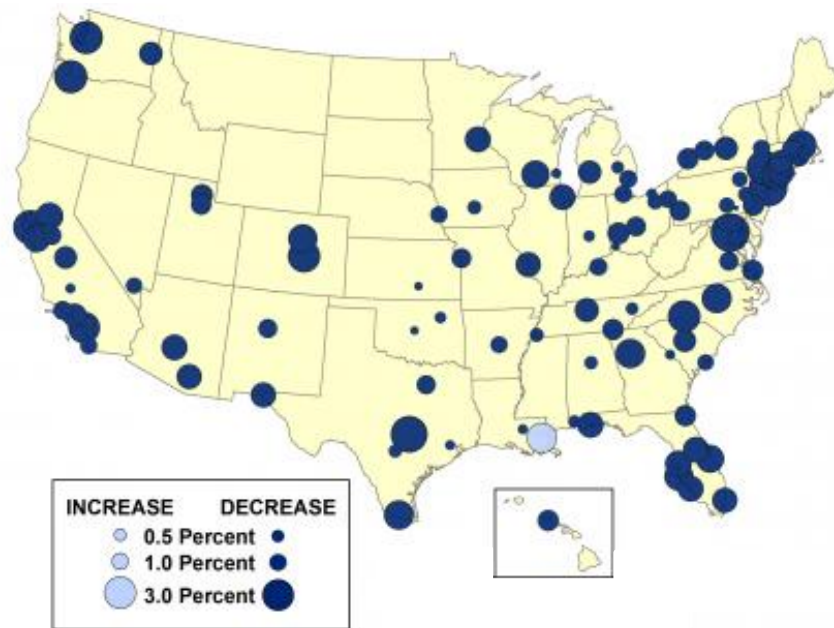


## Who You Reached (Demographics and Location)

### Gender and Age?



# Evidence: audience is changing



Proportion of workers traveling to work by car has fallen across the country (2000 to 2007-2011)

*source: ConnPIRG Education Fund*

- ❖ New generation of drivers using more public transit
- ❖ Between 2001-9, Americans between 16-34 years of age reduced average driving miles by 23%
- ❖ Connecticut commuters driving less, utilizing public transportation more, especially in urban areas



**We couldn't change minds but  
we could change the story**





# Taking the message to them

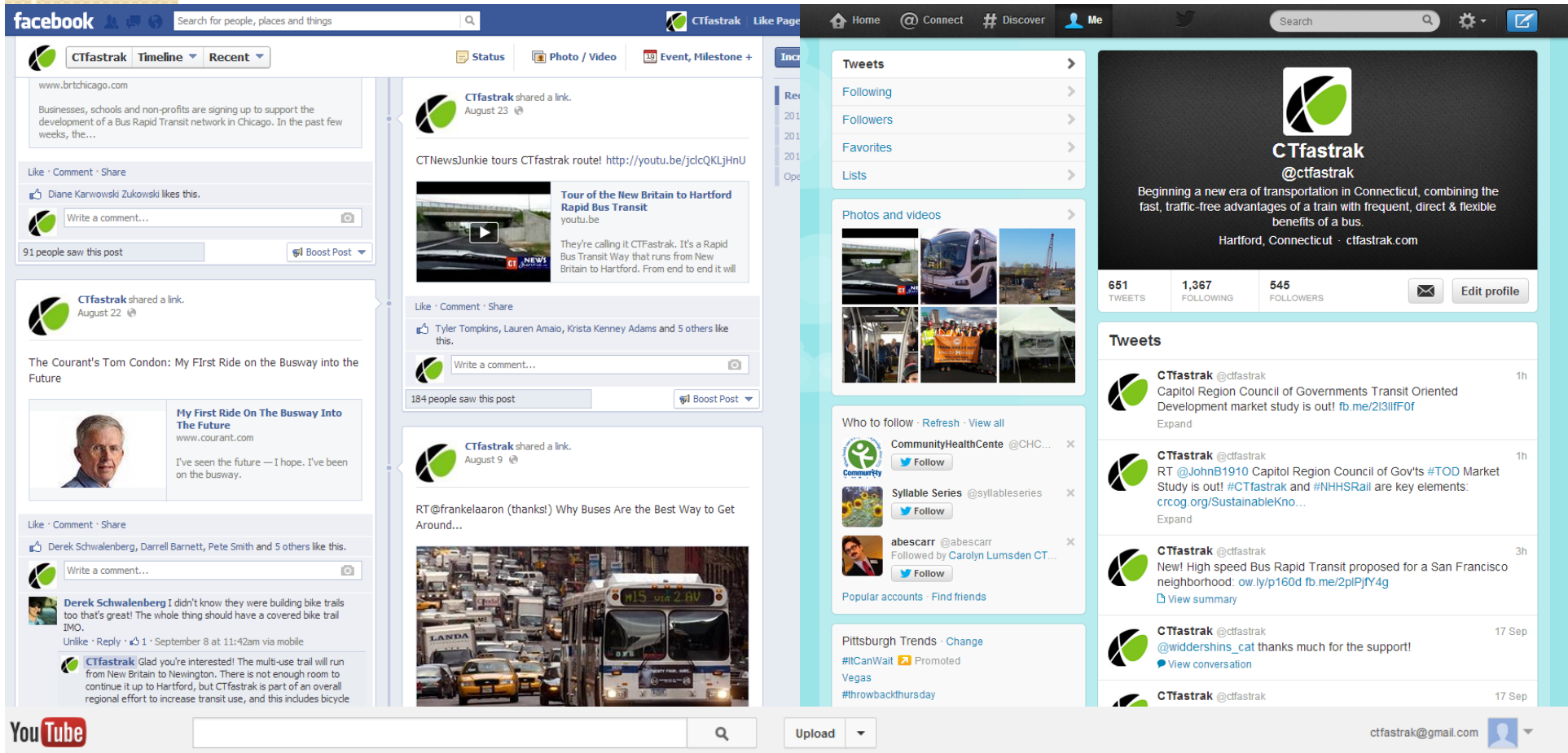


# Focus on technology & education





# Continued focus on social media



The image displays two social media profiles side-by-side. On the left is the Facebook page for CTfastrak, showing a timeline of posts from August 2011. The posts include links to news articles about the development of a Bus Rapid Transit network in Chicago and a video of a tour of the New Britain to Hartford Rapid Bus Transit route. On the right is the Twitter profile for CTfastrak (@ctfastrak), which includes a bio stating the organization's mission to combine the benefits of a train with those of a bus. The profile also shows a list of tweets, including announcements about a market study and a high-speed bus proposal.

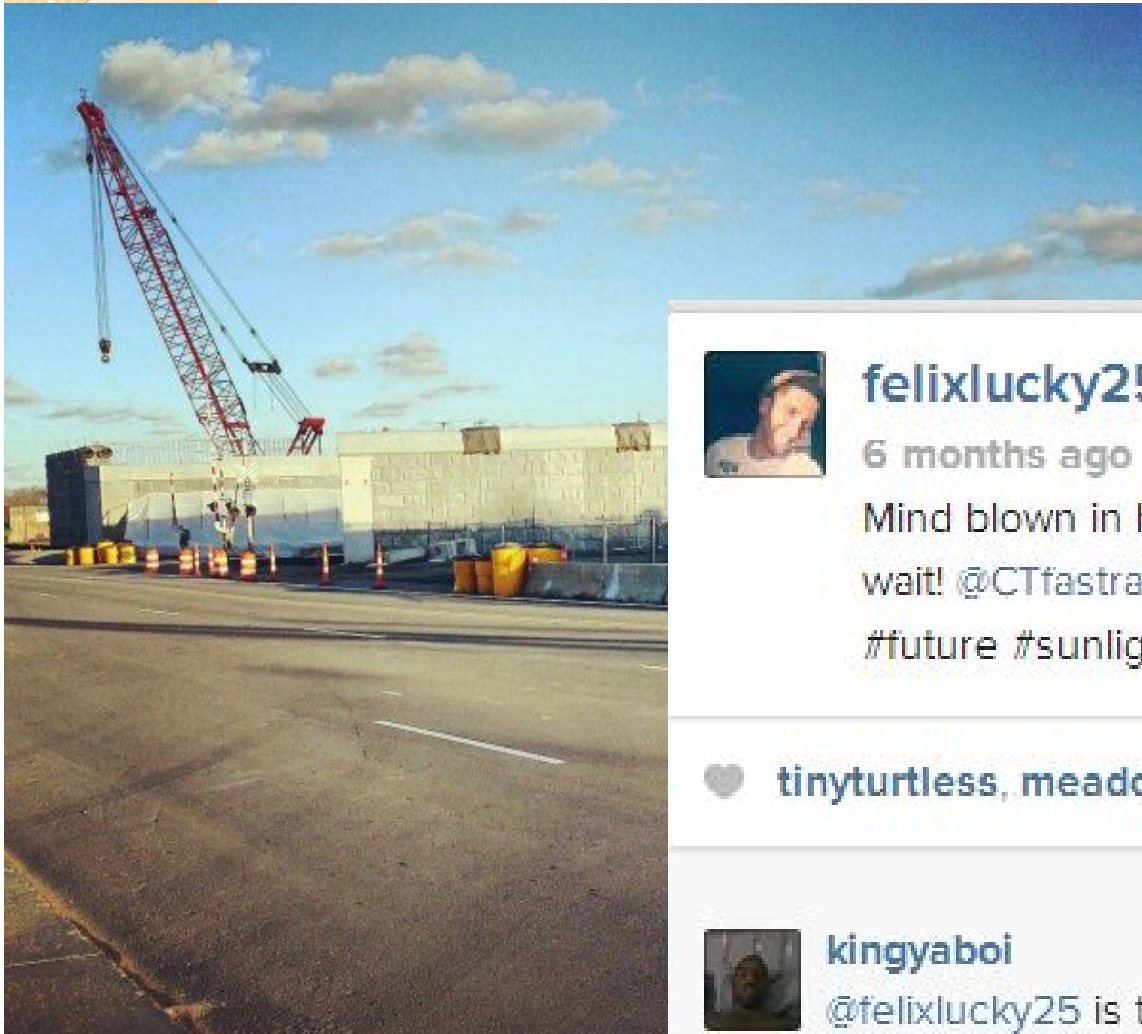


The image shows the YouTube channel page for Ct Fastrak. The channel's name is 'Ct Fastrak' and its email address is 'ctfastrak@gmail.com'. The page features a large video player showing a bus at a station. Below the video player, there are links to 'Watch Later', 'Watch History', 'What to watch', 'My subscriptions', and 'Social'. On the right side, there is a list of 'Popular channels on YouTube' including 'Nice Peter', 'vlogbrothers', 'albernameg', and 'The Young Turks'. The channel has 16 subscribers.

# Community taking ownership



# Community taking ownership



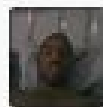
**felixlucky25**

Follow

6 months ago

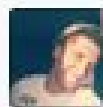
Mind blown in how fast this bridge is being built!!! Can't wait! @CTfastrak #bridge #construction #Connecticut #future #sunlight

♥ tinyturtless, meadora2, idbethert and 7 others like this.



**kingyaboi**

@felixlucky25 is that the one on flatbush/new park



**felixlucky25**

Yes it is!:-)

# Local officials taking notice



**Erin Stewart** @stewartfornb

4 Dec

Currently on a tour of @ctfastrak #ctpolitics  
[pic.twitter.com/e5PPb7kws8](https://pic.twitter.com/e5PPb7kws8)

Retweeted by CTfastrak



**CTfastrak** @ctfastrak

2h

New Britain Mayor Stewart: "this project will be huge in terms of downtown revitalization" @stewartfornb #ctfastrak [share.es/DNy9R](https://share.es/DNy9R)

Collapse

← Reply Delete ★ Favorited ... More

1

RETWEET

1

FAVORITE







# #CTFastTrak: What People Are Saying On Social Media

A sample of discussion and coverage of the New Britain to Hartford busway on Twitter, Facebook, YouTube and Flickr . Share your thoughts by tweeting at @HartfordCourant or post your opinion on the Hartford Courant Facebook page <http://www.facebook.com/hartfordcourant>

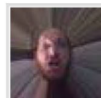
## Praise for the project



@ctfastrak Great! I'm looking forward to my new ride to work!

 Doug Kalwat @DougKalwat

7 days ago



@LucasKarmazinas @ctfastrak Building stronger transit connections w 3/4 classic suburbs n upping density will only serve region goin forward

 Lefebver Liberace @ENbrian

16 days ago



Hoping to attend @bikewalkct 's dinner Nov 29 if I can figure out how to get to CCSU w/o a car. ow.ly/f12Hn. No @ctfastrak yet.

 Amanda Kennedy @AmandaKennedy

a month ago

# Riding the busway

Tour reveals progress is being made on mass transit project

by Mark Jahne

**I**t's not ready for pass yet, but progress is being made on the New Britain-Hartford Busway, officially named The 9.4-mile stretch of project will become the centerpiece of the new connected mass transit system.

## CT Fastrack Economic Benefit already Evident in Local Housing Market

Hartford, a suburb of New York? Boston? Who would have thought. But with modern technology, someone can live in Hartford, telecommute to New York, hop onto CT Fastrack or metro North and be in the city by office hours to check in.

Already, the potential of housing along the new access routes is about to surface. The very successful apartments at 1429 Park Street will be steps away from the bus/rail line, giving those comfortable units even

homeownership opportunities for 64 families. A Westside representative said "No one will be forced out of their current apartment (they run from 1100 square feet to 2500 square feet) but the deal we are offering will be hard to refuse."

One current tenant observed "Living at 1429 is great, with a restaurant in the building, shops and all types of goods and services right up the street in Parkville. Now, with the advantage of CT Fastrack, we will be interest-

**CTfastrak —  
Bringing Jobs to  
"the other side of  
the tracks"**

**BY MIKE MCGARRY**

ask when we were kids, living on "I



## Flatbush Avenue bridge over busway opens ahead of schedule

**By Alison Jalbert**  
*Assistant Editor*

The Flatbush Avenue bridge over the CTfastrak bus rapid transit project on the Hartford and West Hartford line was opened to pedestrian and vehicular traffic Friday, Oct. 18.

A ribbon-cutting ceremony was held to commemorate the occasion.

transit system.

The project also included the realignment and reconstruction of the New Park Avenue/Flatbush Avenue and Newfield Avenue/Flatbush Avenue intersections.

"This might seem like just a bridge, but it's far more than that," said Amy Jackson Grove, Federal Highway Administration Division administrator.

She said the bridge represents the





**Next steps...**





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